

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
Thursday, February 16, 2012
Taft Building Conference Room
1680 N. Vine St., Suite 200**

Directors Present	Frank Stephan, President	Clarett West Development
	Linda Bybee, Vice President	Metro
	Don Mushin, Secretary	Toyota of Hollywood
	Monica Yamada, Treasurer	CIM Group, LP
	Chris Bonbright	Whitley Court Partners
	Michael Gargano	Argent Ventures, LLC
	John Lyons	Avalon Hollywood/Bardot
	Jan Martin	AMDA
	Galo Medina	Comprehensive Financial Services
	Mitch O'Farrell	(Ex-officio Member)
	Thaddeus Smith	The Music Box Theater
	Tej Sundher	Hollywood Wax Museum
	John Tronson	Tronson Investment Group
Directors Absent	Greg Beck	Champion Real Estate
	Neelura Bell	CRA/LA- (Ex-officio Member)
	Charlie Colletta	HEI, LLC
	Captain Beatrice Girmala	LAPD- (Ex-officio Member)
	David Green	Nederlander Organization
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
	Ron Radachy	Oasis of Hollywood
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani	HPOA
	Devin Strecker	HPOA
Guests	Luis F Orendain	LA County Assessor
	Toay Ortiz	Miss Hollywood

	Rachel Kronish	Miss Regional California Teen
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I. Call to Order

The meeting was called to order by Board President Frank Stephan at 4:07 p.m.

II. Open Forum

Michael Gargano presented the Millennium Hollywood project. The project is about 1 million square feet, which is to be primarily residential and office, with some restaurant and retail. There will be open space for the community. The plans aim to preserve the visual impact of the Capitol Records building, which will be framed as a centerpiece of the project. The development agreement with the city allows for flexibility and right now the project is planned to be around 48 to 50 stories high. They are hoping to present to city planning by the fall. The project includes 2,000 parking spaces, mainly below grade. He showed several renderings of the project, demonstrating how the setback and community space becomes larger the higher the buildings are built.

Toay Foster-Ortiz, the executive director and former title holder of Miss California USA, presented on the upcoming Miss Hollywood pageant which is being held April 28 at the Taglyan Cultural Center. The event aims to promote community and educational achievement of its contestants, and they expect 600 to 1,000 attendees as well as 50 to 100 contestants. They award scholarships to the finalists and will be having events in Hollywood leading up to the event. Rachel Kronish, current Miss Regional California Teen, shared some of her experiences participating in the pageants. They are currently seeking sponsors.

III. Approval of Minutes

It was moved by **Chris Bonbright**, seconded by **Tej Sundher** and CARRIED to approve the minutes from the January 19, 2012 meeting.

IV. Treasurer's Report

A. Approve Treasurer's Report for January 31, 2012: Yamada reported that the BID will most likely receive the first assessment revenue payment of the year in February.

It was moved by **Chris Bonbright**, seconded by **Galo Medina** and CARRIED to approve the Treasurer's Report from January 31, 2012.

V. New Business

There was no new business.

VI. Committee/Activity Reports

A. Hollywood Facelift

Morrison said that despite the dissolution of the CRA, we are still branding some activities as the Facelift campaign. At the upcoming strategic retreat, the board may opt to retool the program.

1. STAR Working Group: MacPherson said the working group met on January 27. They are looking for economic indicators that can be useful to developers, investors etc. The group will be meeting with consultants soon to determine costs, and what data should be collected.

2. Retail Focus Group: Mariani said he is printing postcards to distribute to select retailers as invitations to a focus group on March 1. The purpose will be to discuss best practices in order to share them with the larger base of retailers at a later date.

B. Security Committee

Tronson reported that the committee met last week. They are still hearing about issues related to rogue night club promoters.

1. Community Impact Team efforts: Tronson reported that the team met yesterday with councilmember Garcetti. Those in attendance included Reed Bowlby from Hard Rock Café, Sundher, Stephan, Bonbright, Tronson, Gubler, and a representative from the city attorney's office, Jane Usher. They discussed the civil sidewalks initiative and Tronson said overall it was a positive meeting. They will be setting up three groups to deal with the street characters, the tour buses, and the street vendors.

2. Cahuenga Corridor meetings: Morrison reported that in Mitch O'Farrell's absence, the staff at CD13 is dividing up his tasks. So far, it is unclear who will take on the role of leading this initiative from the council office.

3. Hollywood at night: Morrison reported that she is reaching out directly to property owners who have nightclubs as tenants to discuss the issue of problem promoters, hoping to mitigate these problems through an ownership standpoint.

4. Public Safety Camera Update: Tronson stated that the committee may want to consider looking into updating the camera system. The cameras and associated equipment were purchased back in 2004 and there may be higher quality systems available now for a lower price. Mushin stated that Toyota of Hollywood has recently upgraded their system and he would provide his contact information to staff. Sundher agreed that the technology available now is much more advanced and lower priced. Stephan recommended looking into reevaluating the camera placement as part of this process. Tronson said we should examine that, but that the placement is fairly consistent right now and due to the cameras we no longer have "hot spots" in the BID. Bonbright asked if we should add more cameras; Morrison stated that we will need to work with Capt. Girmala and camera systems have been heralded as useful tools since they contributed to the arrest of the Hollywood arsonist.

4. Homeless Outreach: Tronson reported that the Veteran's Administration (VA) has decided to get homeless veterans off the streets. They are looking to house 100 vets in 30 days through a "surge." Mariani added that there are 88,000 veterans homeless in the US and over 8,000 here in Los Angeles. The goal is to house all of them by 2015. Mariani said he thinks it is good for the BID to be involved to mediate between the VA and the local outreach providers. There is a meeting next week to determine the next steps. The surge may take longer than 30 days. They will need to find scattered site

housing. Bybee asked what the demographics are of the veterans; Mariani stated they are very diverse and that GettLove tailors their programs depending on the individual. Bybee stated that Metro is establishing a project labor agreement for veterans, they are rolling out the project now and she said she would e-mail the information to Morrison. Morrison reminded the board that United Way's Home For Good Summit is coming up on February 23; they will report on their progress one year into the five year plan to end chronic and veteran homelessness in LA.

C. Streetscape Committee

1. Report from committee meeting: MacPherson reported that newly revitalized committee met on February 3. Mushin is now the chair of the committee, and the members are focused on priorities for the year. They are looking for simple yet effective projects, such as a "street of the month," filling tree wells, and tree trimming. The annual tree trimming will take place in March; they must first obtain five permits in order to trim the trees. Luckily, MacPherson said, they are employing the same foreman as the past two years and he knows how to get all the permits.

2. Report from EaCa pedestrian alley improvement project: The grand opening for the East Cahuenga Alley is set for next Thursday. David Gajda was granted the first revocable permit to use the alley for dining at St. Felix.

3. Update on Community Plan: MacPherson reported she met with Laurie Goldman and they discussed the misconceptions that are being propagated among residents regarding the plan. They will be targeting residents to testify in support of the plan. Morrison stated that some of the myths related to the plan include the notion that someone could tear down property on Hollywood Blvd., that the plan will lead to the "Manhattanization" of Hollywood, that we will be inundated with skyscrapers, and that traffic and quality of life will become worse, and that height is "ugly." We need to also debunk the myths related to floor-area-ratio (FAR). We will be educating the residents in the hills of the facts of the plan. Tronson said we need to be able to counter the residents who are spreading misinformation with the facts. MacPherson said that redistricting is underway and is causing a delay in the plan getting to the PLUM (planning and land use management) committee.

4. Redistricting: MacPherson said the redistricting commission has been holding hearings throughout the city and has created a lot of controversy. Both she and Morrison have attended hearings and testified to keep the BID in one district; currently the maps show that the district could be split down Hollywood Blvd. at some points. The revised maps may be released Saturday, then they will go to city council. O'Farrell said the deadline for the commission to hand over the maps is March 1, and they will go into effect on July 1.

6. Report on City Exclusive Waste Hauling Franchise: Mariani reported that the city has proposed an exclusive waste hauling franchise and it is being pushed through the approval process. He attended a Board of Public Works hearing this week where over 80 speaker cards were turned in, mostly against the proposal. Despite the protests, the board voted 5-0 in favor of the exclusive franchise. According to a report, on average it costs \$30 more per bin in exclusive franchise areas. In November the matter will go to the Mayor's office, where it will probably be approved as the city council will most likely also approve it. Medina asked what the intent was behind this; Bonbright stated that the city will collect the franchise fee and increase revenue for itself. Mariani added that waste haulers have been given 5 year notice.

D. Marketing Committee

1. CBS/ KNX Radio “On Your Corner” Broadcast January 27: Strecker reported on the live broadcast from Hollywood last month. The morning broadcast was held at the W Hotel and the afternoon broadcast was at the ArcLight, in the Sunset & Vine BID. Morrison was among the Hollywood representatives that were interviewed on air, and she spoke about the BID, the real estate market, and homelessness, as well as new businesses in the area. Strecker presented a slideshow of photos, information, and audio clips from the broadcast and thanked the board for being a sponsor of the event, as he believes it allowed the BID to help shape the positive stories that were told about Hollywood during the broadcast.

2. Pow Wow 2012: Strecker reported that a lot of planning has been going on behind the scenes in preparation for Pow Wow. He has been working closely with Kim Sudhalter at Urban Legend PR to create the messages that will showcase Hollywood to the international travel buyers and writers at the event. Staff has met with Raju at Double Matrix to conceive the new Hollywood HQ microsite which will be optimized for mobile phones and GPS enhanced. The BID will be providing two branded photo booths at the opening night party as a take home souvenir for attendees; this will also allow us to access the attendees Facebook pages and will increase the number of “likes” on our social media channels. He reported on the six press releases which will be drafted and added to the online press room for the event.

3. Pole Banner situation: Morrison reported that the City of Los Angeles tightened its pole banner process about five years ago, allowing only non-profit organizations access to permits for the poles, with the ability for corporate sponsors to include their logo in up to 20% of the total banner area. Presumably, the banners themselves should present non-profit messaging, and the BID had conducted a campaign several years ago under the concept of “Hollywood 90028” where all the images related solely to the neighborhood of Hollywood and the sponsors added their logo to the bottom right hand corner of the banners in the area allowed. We controlled and paid for those banners, and billed the sponsors for their share, which covered the entire costs of creating and installing the banners. Since then, the city has slipped in their enforcement of its own rules as we have seen various banners go up advertising for-profit ventures with a nonprofit logo serving as sponsor.

Morrison explained that pole banners were installed February 1 featuring Madame Tussaud’s commercial images, the MT logo and the Hollywood Entertainment District logo. The banners were installed without approval of the HPOA Board. A copy of the application (submitted by American Fleet & Graphics) filed with the city indicated that the Hollywood Entertainment District was the nonprofit sponsor. Staff had never seen the application, nor was this application signed or approved by anyone representing the HED.

Morrison acknowledged that discussions held between staff and Allied Live (PR agency for Madame Tussaud’s) in the spring of 2011 led to mock-ups of banners that look virtually identical to the banners that were installed February 1, 2012. Morrison apologized to the owners of the Hollywood Wax Museum and the board for the lack of supervision over the initial discussions and renderings in 2011 which led Allied Live and Amgraph to think that the renderings were approved images. Morrison is seeking a remedy (e.g., removal of the banners after the first permit period). She also assured the board that from this point on, we will not allow any banners to go up with our logo on them without us being in complete control of the process, paying for them through our own channels, and seeking board approval before a sponsorship is consummated.

E. Nominating Committee

Morrison reported that an interview has been scheduled with Lee Rierson at Shine/Reveille who was referred by Gargano to the board. Stephan said he has asked O'Farrell to remain on the board as an honorary member after his departure from CD13. He added that we will most likely need to replace Bell since the CRA is no longer in business.

VII. Old Business

There was no old business to discuss.

VIII. Executive Director's Report:

Morrison reported that she had scheduled a meeting with the east coast Senior Vice President of Merlin Entertainment, the company that owns Madame Tussauds but was out sick the day of the meeting. She will reschedule, most likely in May.

Stephan said he is very excited about the upcoming board retreat that he and Morrison have been planning. Morrison said that last year the board had such a good planning session as Smith had shared his ideas and inspired the board members with the Hollywood Facelift campaign. For this year's retreat, she wants the board to share their thoughts on what it's like to be in the "place" called the Hollywood Entertainment District. She said the BID is the only entity tasked with managing this place. The board will be divided into six teams to experience the BID and report back on their findings. She also will work with staff to develop a survey of property owner attitudes about the BID and how we are doing.

Regarding the Hollywood Community Plan, Morrison said we will find parts of the plan that apply to the District and assign them to board members to report on at the retreat.

IX. Next Meeting:

The next meeting will be the annual Board Strategic Planning Retreat on Thursday, March 15 from 8:30 a.m. until 2 p.m.

X. Adjournment:

There being no further business the meeting was adjourned by Stephan at 5:59 p.m.